

FIG. 1

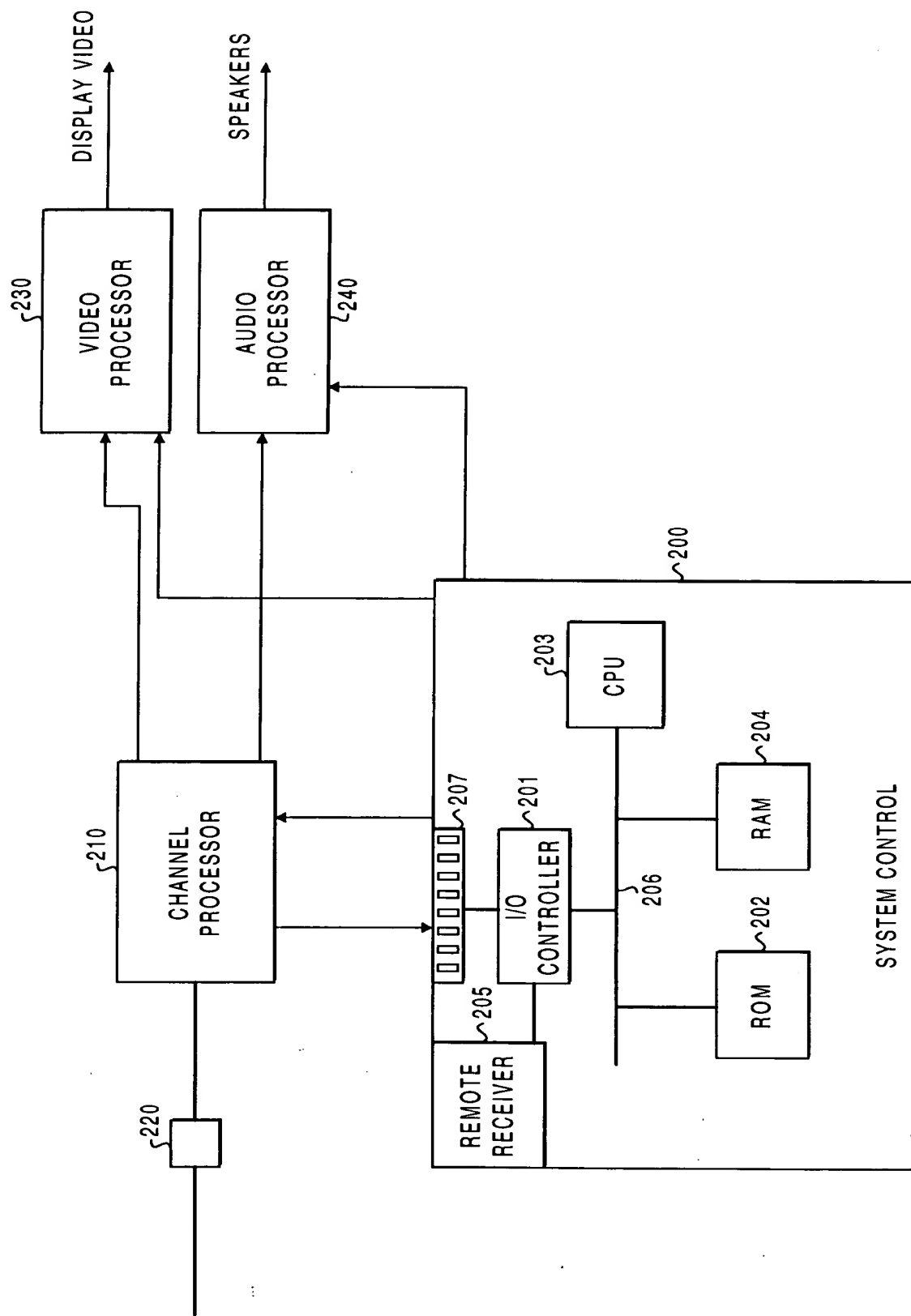


FIG. 2

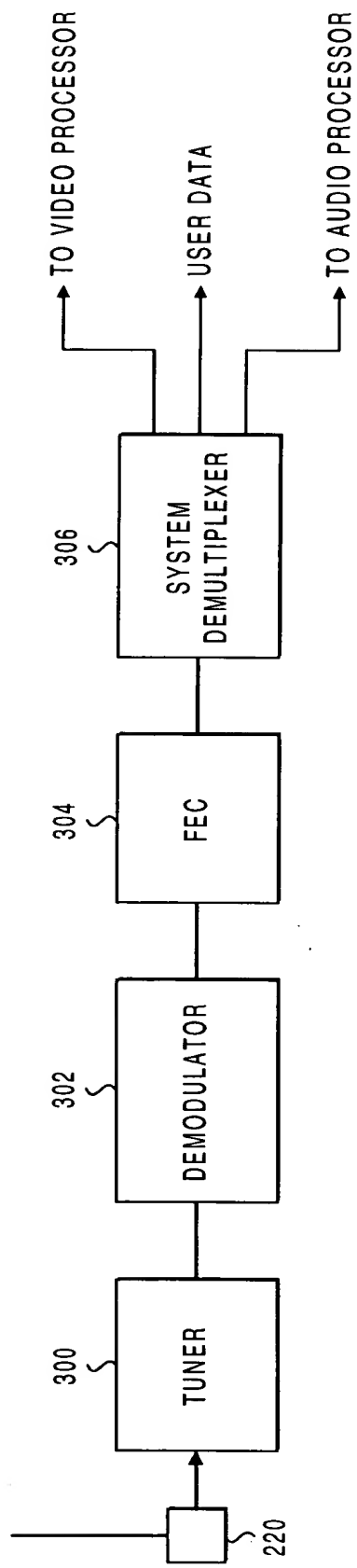


FIG. 3

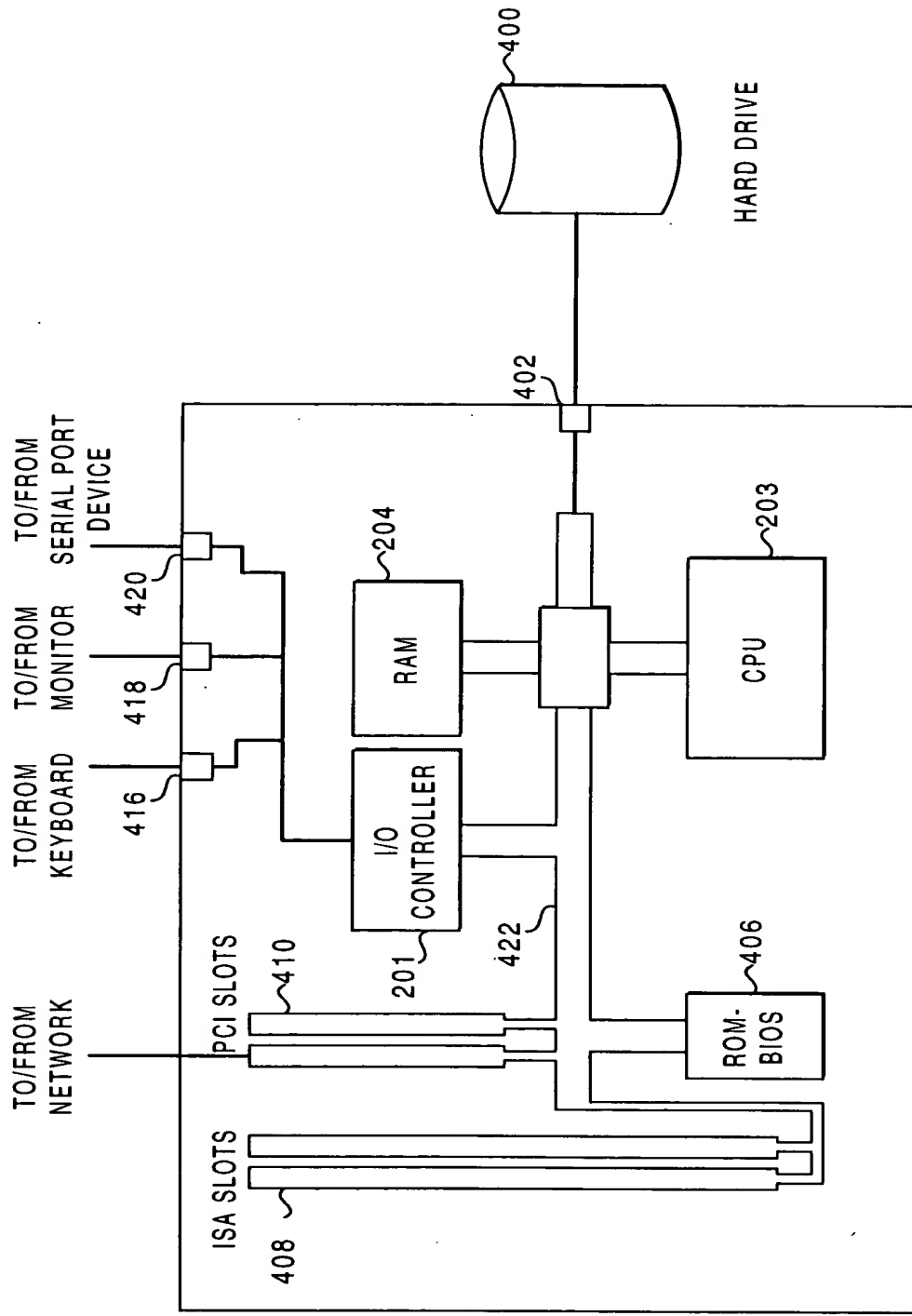


FIG. 4

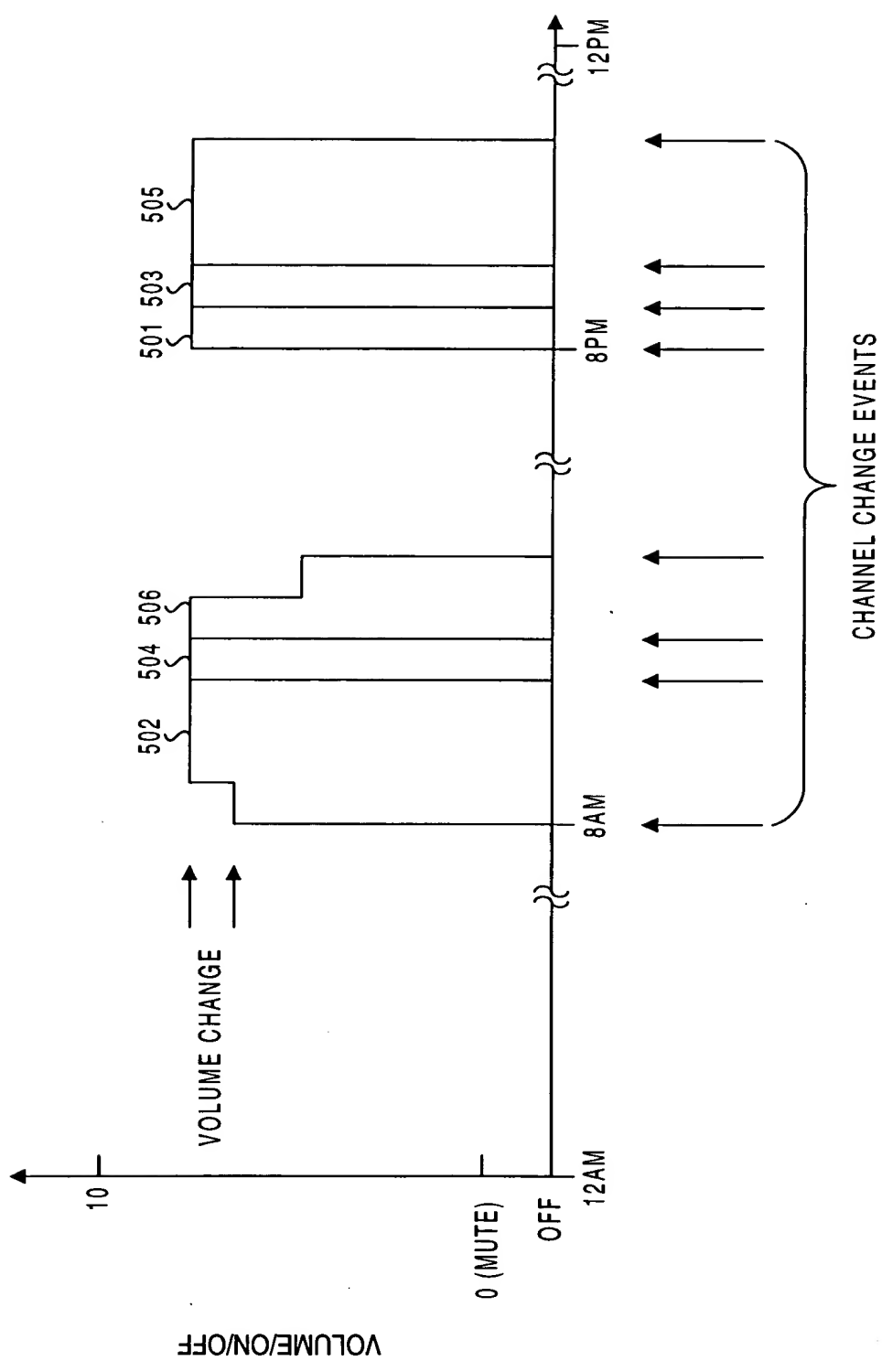


FIG. 5

602 TIME	604 CHANNEL ID	603 PROGRAM TITLE	601 VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 6

2025 RELEASE UNDER E.O. 14176

700		702	704	706
}		}	}	}
TIME OF DAY		MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2	5/10
MID-DAY	(9AM-3PM)	0	0	-
AFTERNOON	(3PM-6PM)	0	0	-
NIGHT	(6PM-10PM)	122	4	6/10
LATE NIGHT	(12AM-6AM)	0	0	-
TOTAL		183	6	5.7/10

FIG. 7

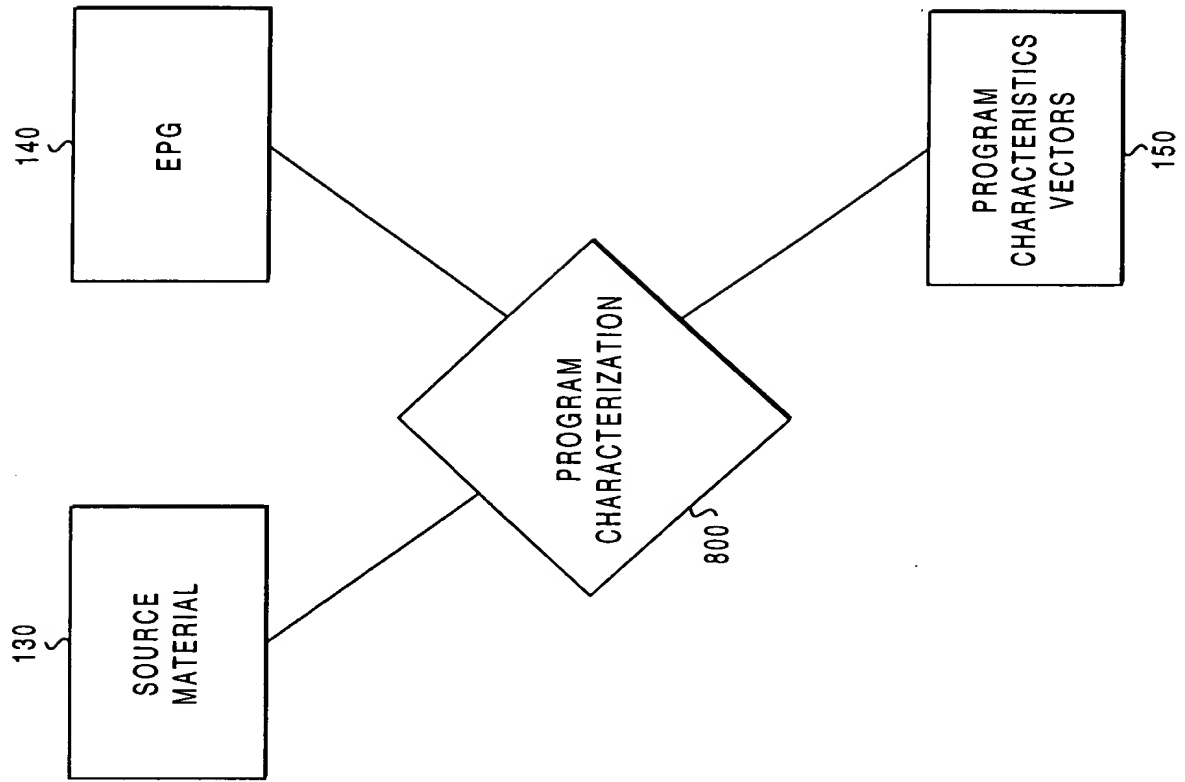


FIG. 8A



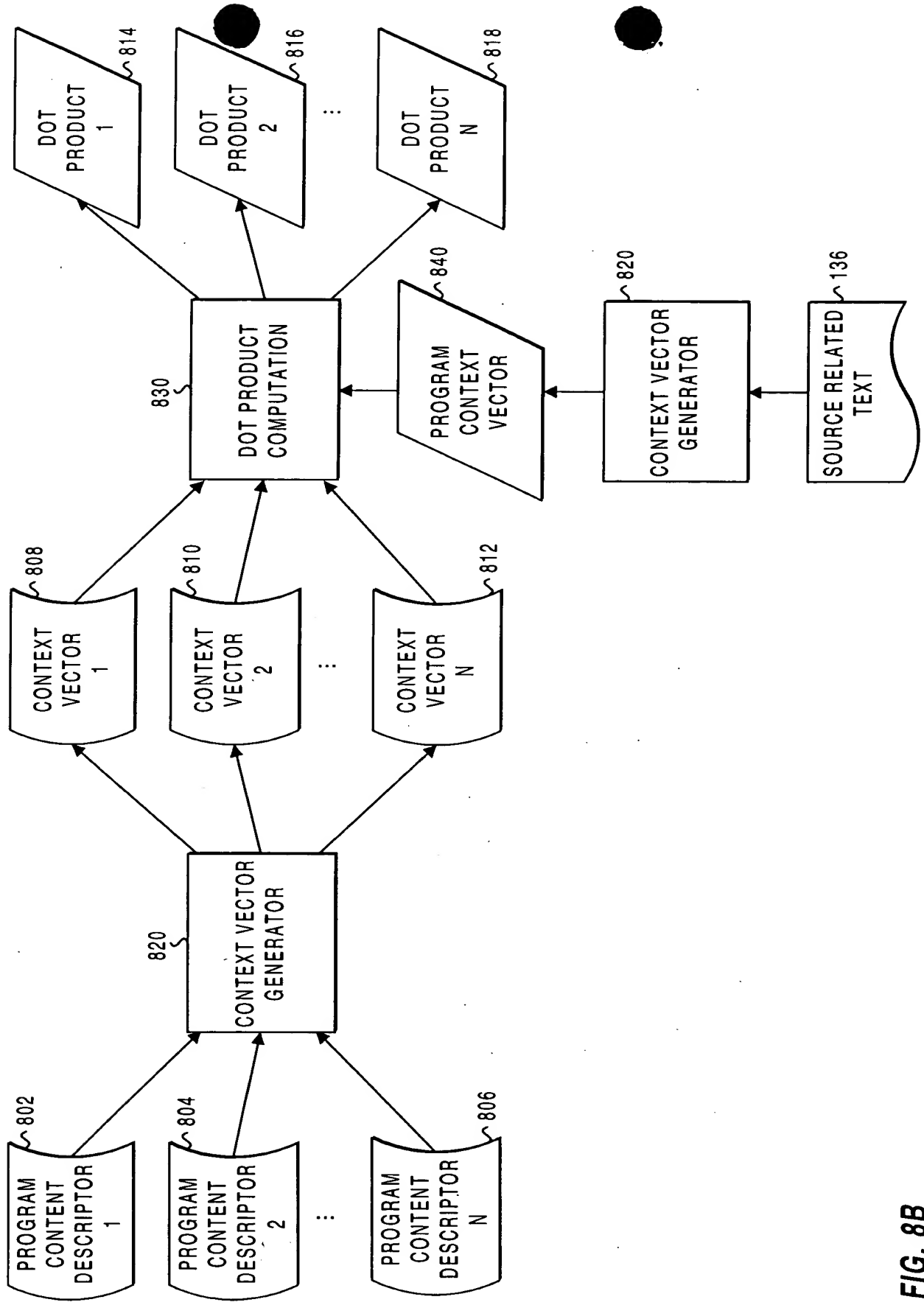
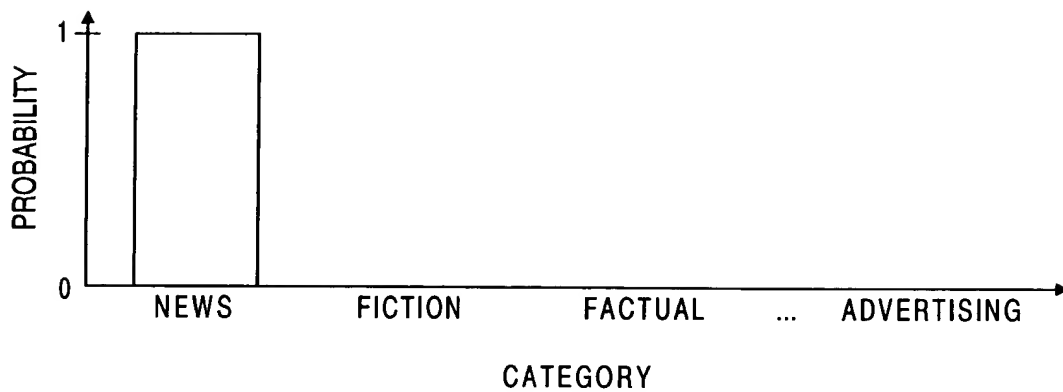
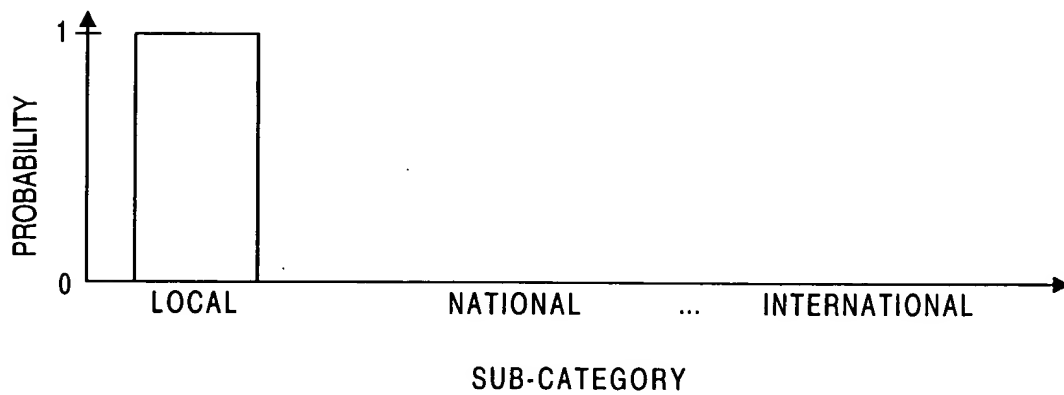


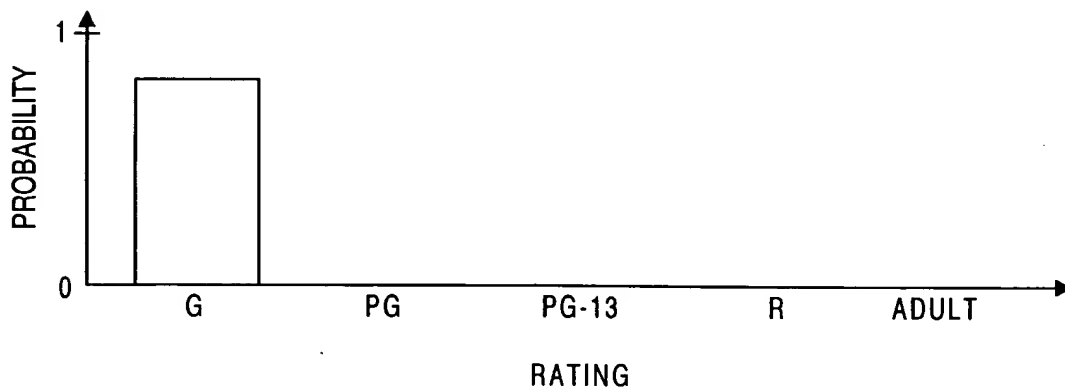
FIG. 8B



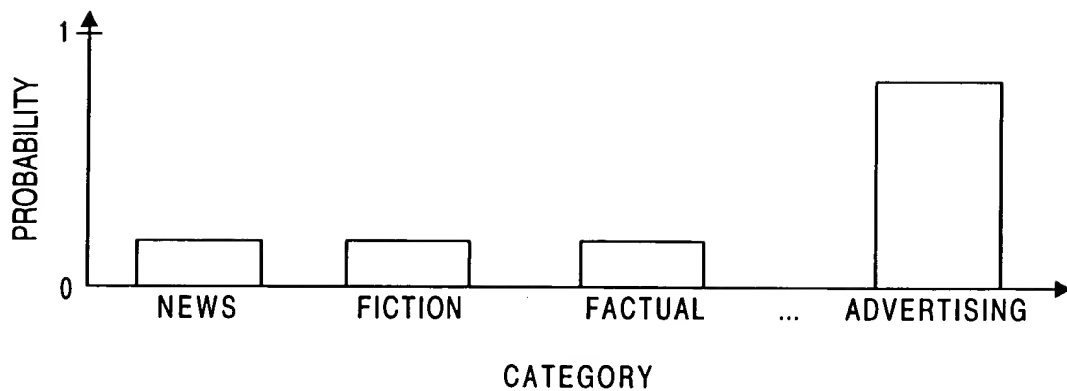
**FIG. 9A**



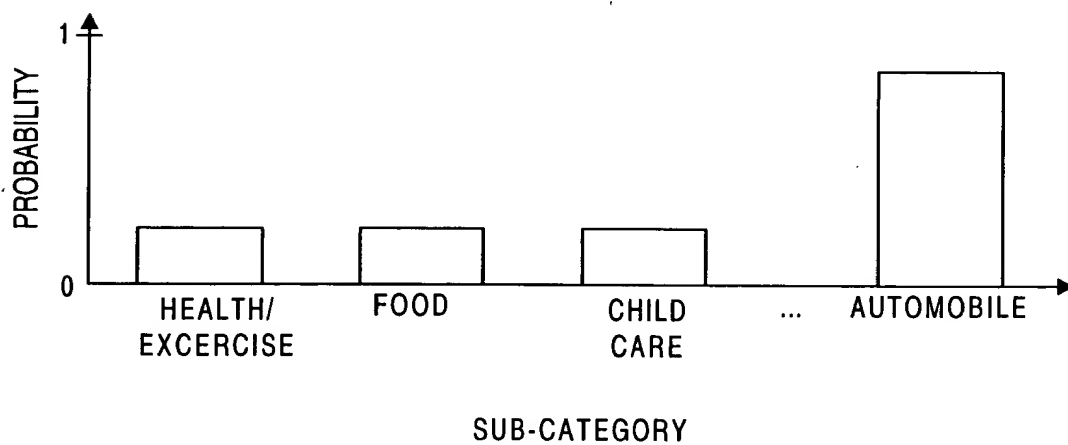
**FIG. 9B**



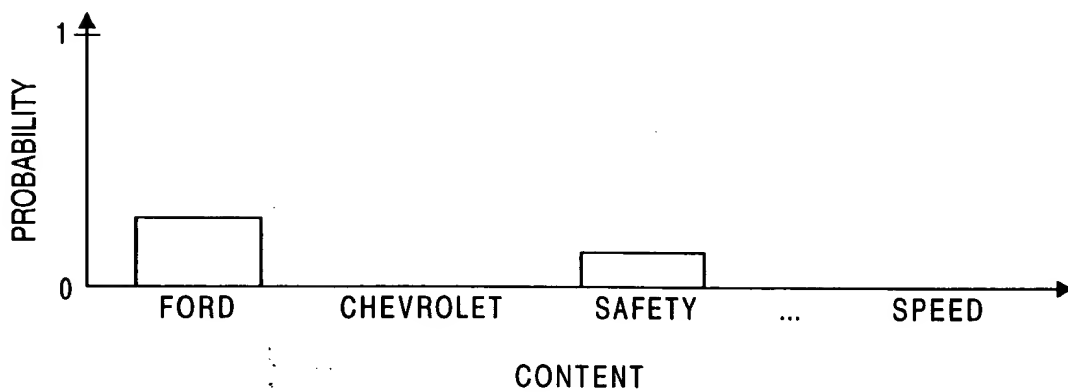
**FIG. 9C**



**FIG. 9D**



**FIG. 9E**



**FIG. 9F**

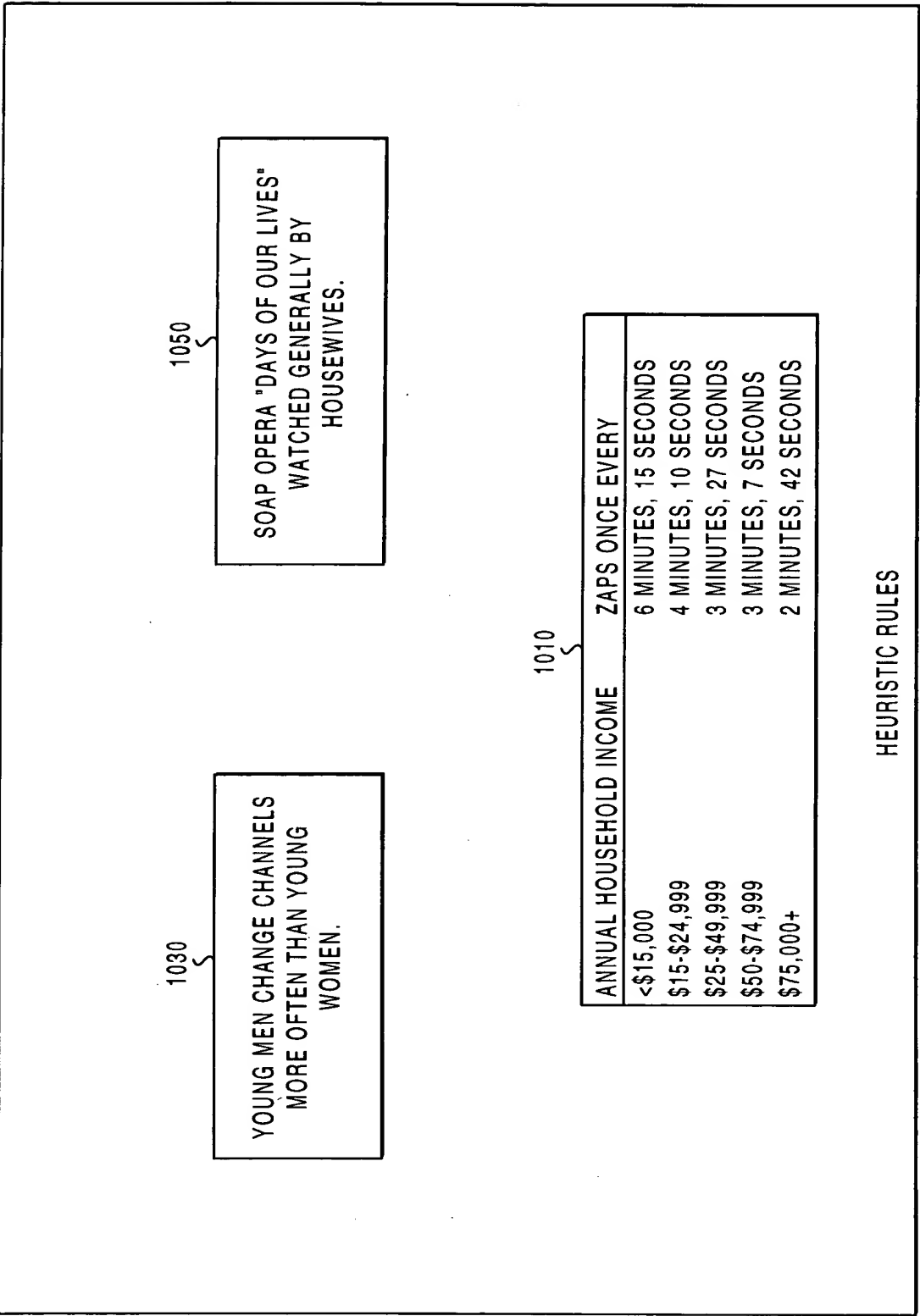


FIG. 10A

DEMOGRAPHIC GROUPS									
	AGE			INCOME			SIZE		
	0-10	10-18	>70	0-20K	20-50K	50-100K	1	2	>5
NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.7
FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.2
FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.6
⋮									
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.5

FIG. 10B

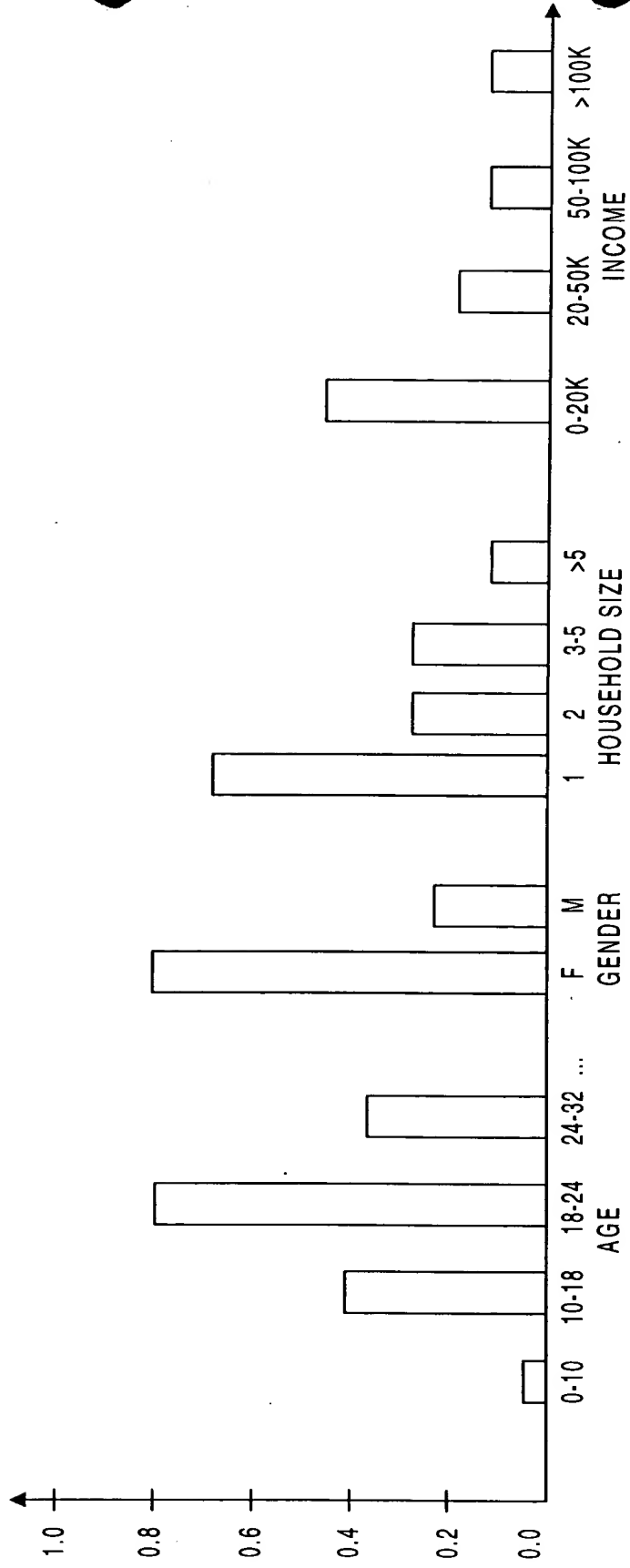


FIG. 12

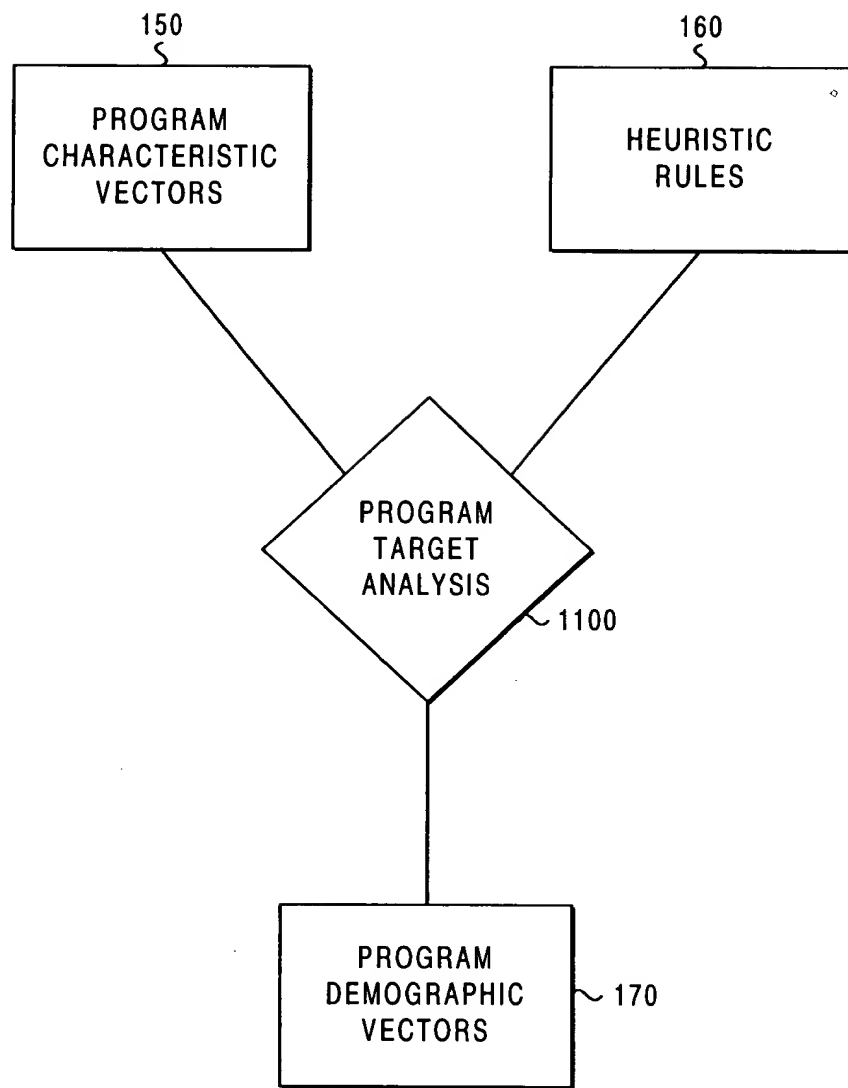
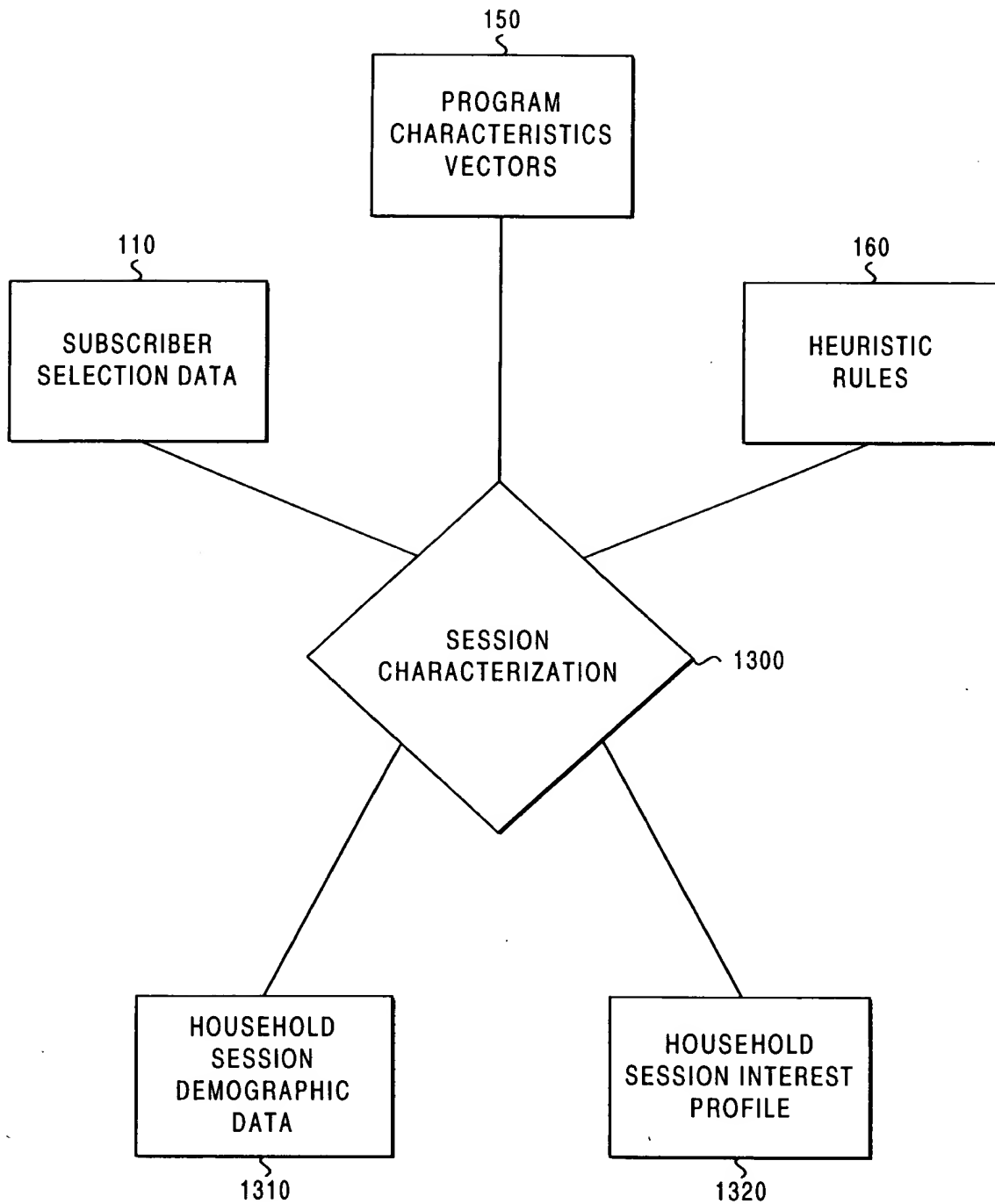


FIG. 11



**FIG. 13**



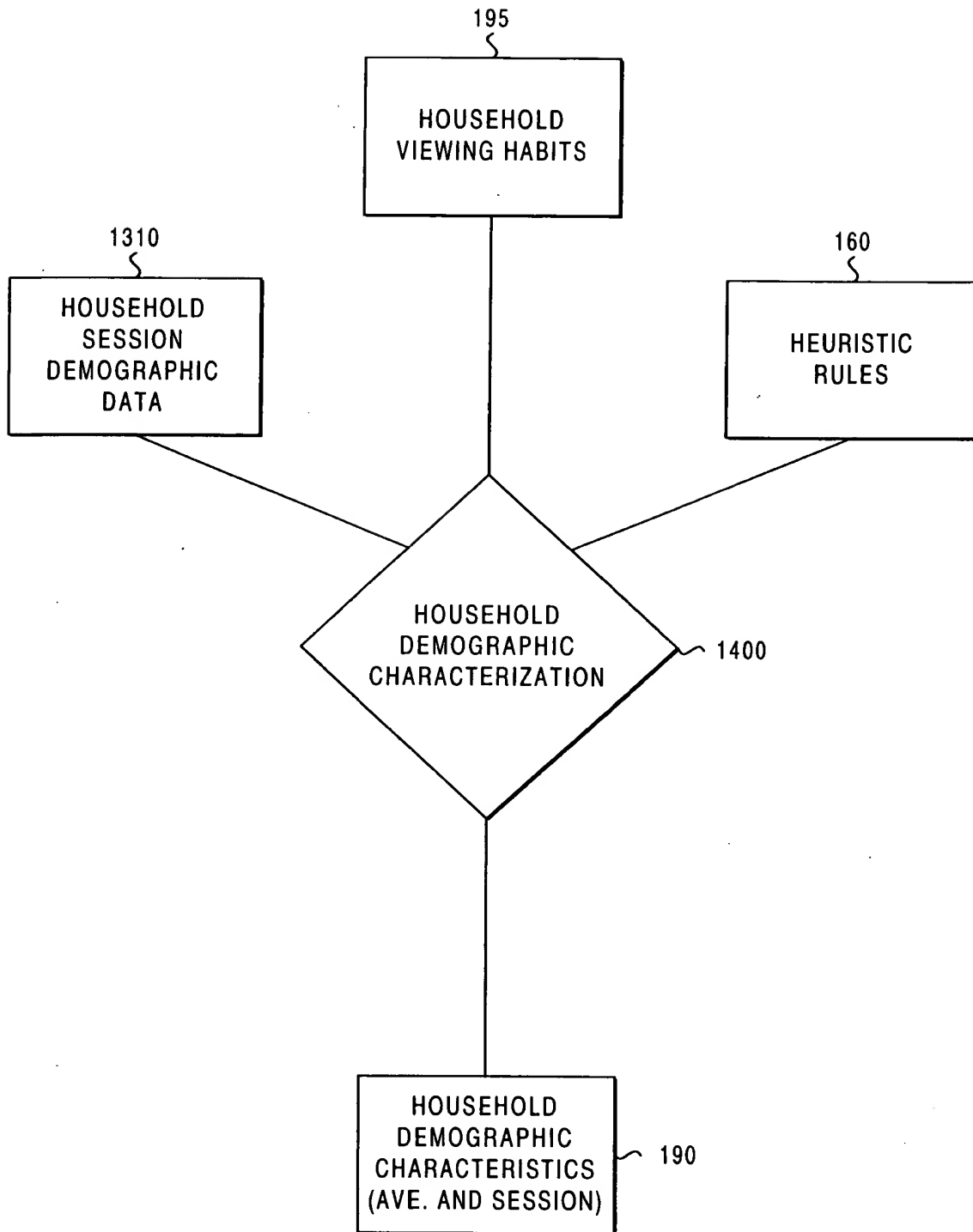
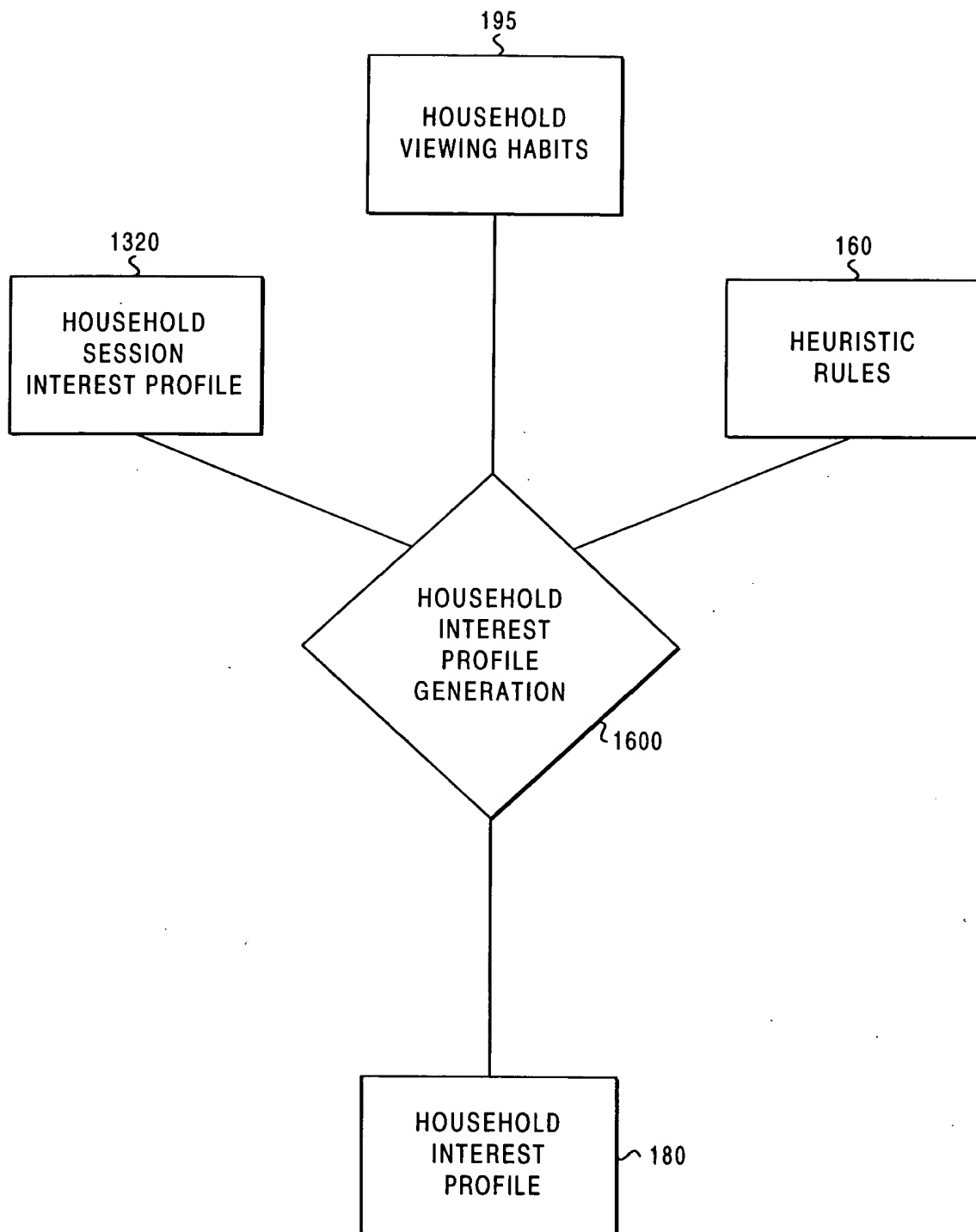


FIG. 14

1501 S	1505 S	1503 S	1507 S
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

**FIG. 15**



**FIG. 16**

	1701 HOUSEHOLD INTEREST	1703 AVERAGE VALUE	1705 SESSION VALUE
1709 PROGRAMMING	DRAMA ROMANCE ACTION SITCOM : SPORTS	0.1 0.1 0.6 0.2  0	0.20 0.20 0.25 0.30  0.05
1707 PRODUCTS	HEALTH/EXCERCISE FOOD CHILD RELATED TOYS : AUTOMOBILE	0.6 0.3 0.0 0.0  0.1	0.2 0.4 0.1 0.1  0.2

FIG. 17

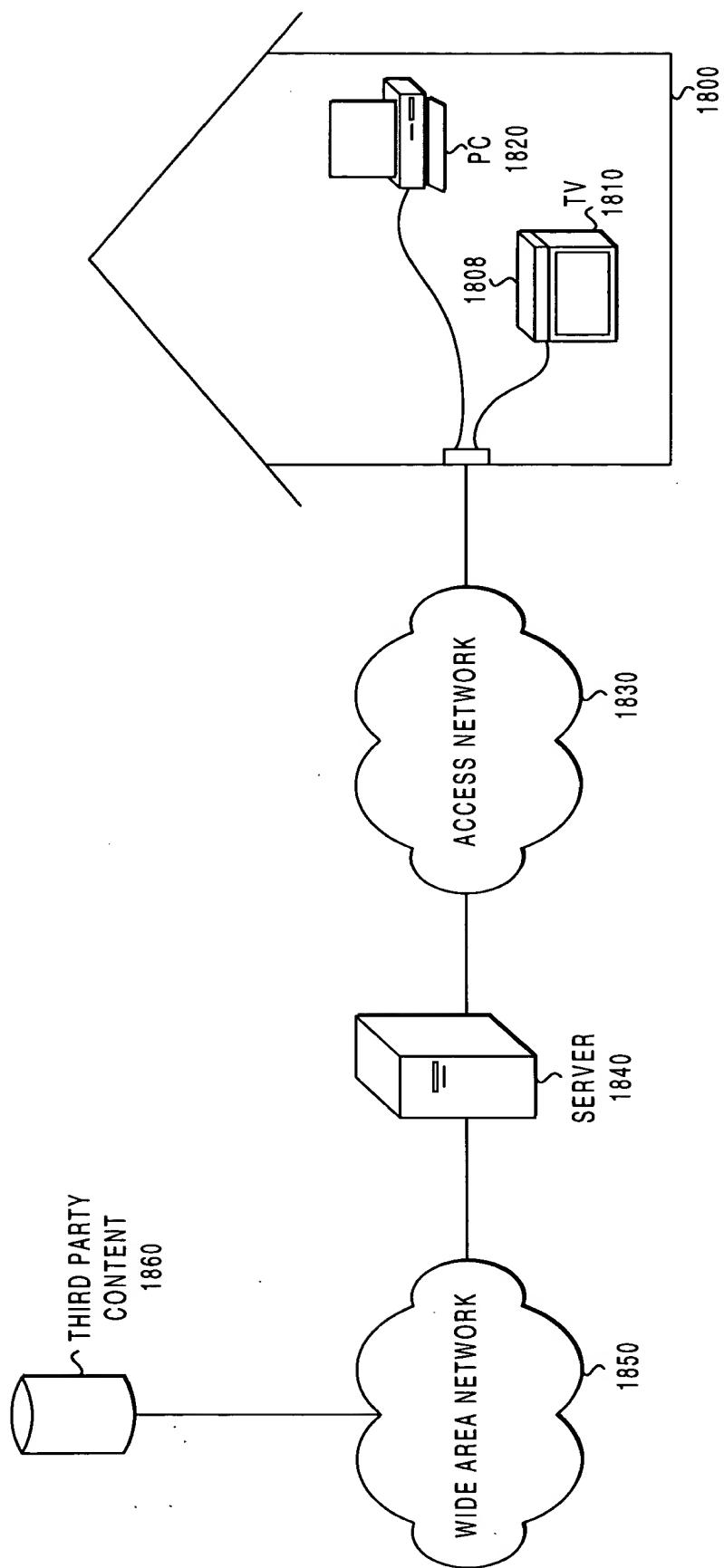


FIG. 18

1915 S	1921 S	1927 S	1933 S	1937 S
ADID	PRODUCT	BRAND	% WATCHED	VOLUME
216	DIAPERS	HUGS	50%	6/10
1230	DETERGENT	SOAPY	90%	6/10
	⋮			
4137	AUTOMOBILES	SPEEDSTER	70%	8/10

**FIG. 19**